

EXPAND YOUR BUSINESS. EXTEND YOUR NETWORK.

Create new local connections through *Exchange* – the premiere member magazine for local government managers in BC. *Exchange* is noted for its extraordinarily high readership levels., with a print circulation of approximately 1,000 members and business affiliates, along with digital and online distribution in the hundreds. As well, members tells us they read and keep the magazine as a resource, and share it with their colleagues.

Raise Your Profile

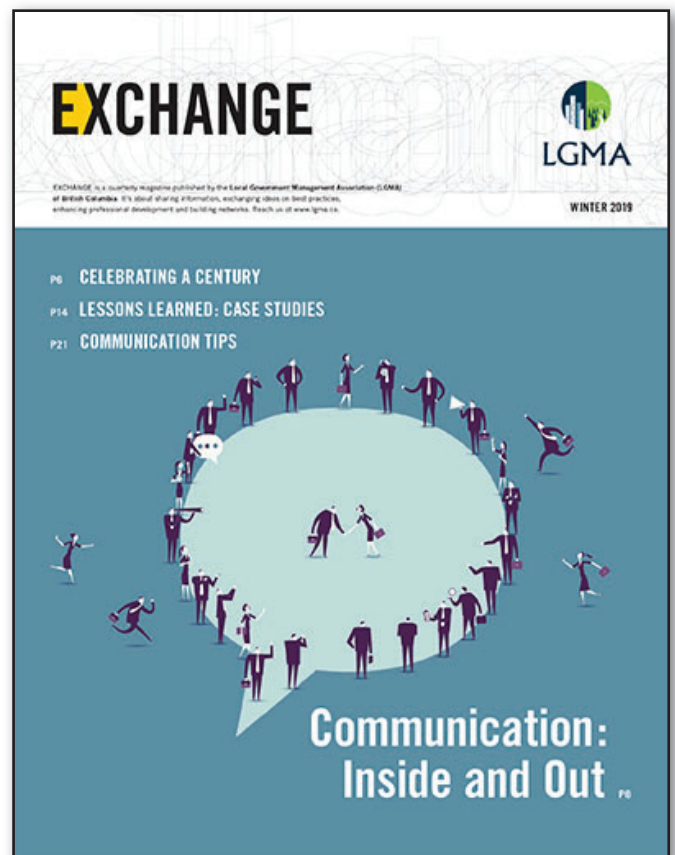
When you place an ad in *Exchange*, you're raising the profile of your company with thousands of decision makers in local government across the province. These are the managers that purchase products, hire contractors and arrange for services.

Showcase Your Business, Show Support

Exchange offers you the chance to shine a spotlight on your business while showing support for this valued member publication.

Take Advantage of Discounts

Advertising packages are available for discount pricing, but there is limited space, so book soon by calling 250.383.7032 or emailing office@lgma.ca.



EXCHANGE

Exchange is a quarterly magazine published by the **Local Government Management Association (LGMA) of British Columbia**. It's about sharing information, exchanging ideas on best practices, enhancing professional development and building networks. Visit us at www.lgma.ca.



EXCHANGE

Exchange is a quarterly magazine published by the **Local Government Management Association (LGMA) of British Columbia**. It's about sharing information, exchanging ideas on best practices, enhancing professional development and building networks. Visit us at www.lgma.ca.

AD RATES & SPECIFICATIONS: 2019

Exchange is distributed in print to approximately 1,000 members and affiliates of the Local Government Management Association. Each edition is also distributed or made available to hundreds of others in digital format and online. LGMA members are management-level decision makers working in local government throughout British Columbia.

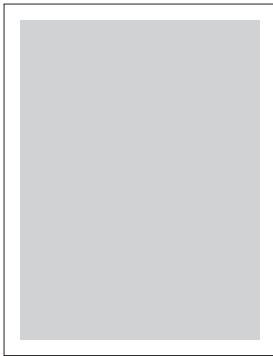


LGMA

To advertise, contact:

Telephone: 250.383.7032

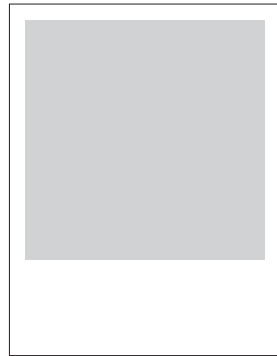
Email: office@lgma.ca



Full Page

| | |
|----------------------------------|----------------------------|
| Trim | 8.5"w x 11"h |
| Bleed | 8.75"w x 11.25"h |
| Without bleed | 7.5"w x 10"h |
| Inside covers* (full colour) | 1x \$ 1,325 4x \$ 1,250 |
| Inside (b&w, or (b&w w/ spot) | 1x \$ 910 4x \$ 820 |

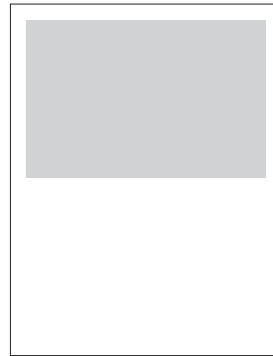
*Inside front & back covers pre-booked for 2019



Back Cover* Two-Thirds Horizontal

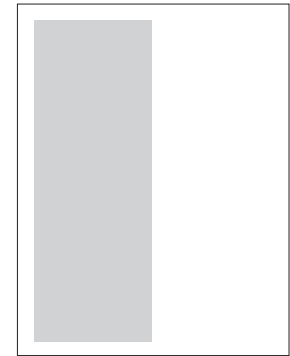
| | |
|--------------|-------------|
| Size | 7.5"w x 7"h |
| No. of times | 1x \$ 1,325 |
| Consecutive | 4x \$ 1,250 |

* Pre-booked for 2019



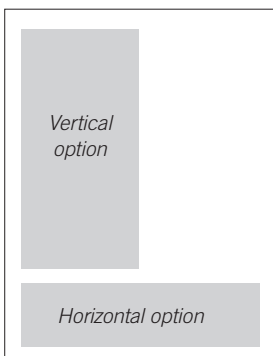
Half Page Horizontal

| | |
|--------------|---------------|
| Size | 7.5"w x 4.9"h |
| No. of times | 1x \$ 720 |
| Consecutive | 4x \$ 645 |



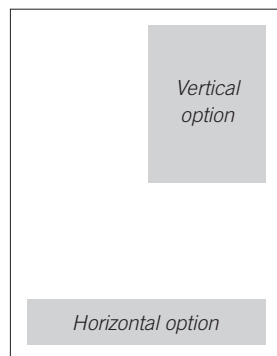
Half Page Vertical

| | |
|--------------|--------------|
| Size | 3.6"w x 10"h |
| No. of times | 1x \$ 720 |
| Consecutive | 4x \$ 645 |



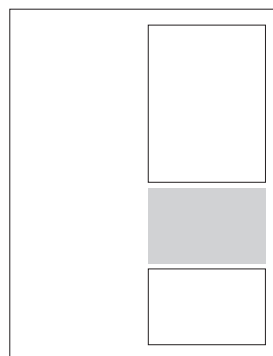
Third Page Options

| | |
|-----------------|-------------|
| Vertical size | 3.6"w x 7"h |
| Horizontal size | 8.5"w x 3"h |
| No. of times | 1x \$ 610 |
| Consecutive | 4x \$ 545 |



One Quarter Options

| | |
|-----------------|---------------|
| Vertical size | 3.6"w x 4.9"h |
| Horizontal size | 8.5"w x 2.1"h |
| No. of times | 1x \$ 535 |
| Consecutive | 4x \$ 480 |



One Eighth Horizontal

| | |
|--------------|----------------|
| Size | 3.6"w x 2.37"h |
| No. of times | 1x \$ 220 |
| Consecutive | 4x \$ 205 |

AD & COLOUR SPECS

FORMATS:

- **.pdf** – press quality with fonts outlined or font file provided.
- **.eps or .ai** – with fonts outlined or font file provided.

See box below if ad is designed with Microsoft Word or PowerPoint.

COLOUR OPTIONS:

Back cover & inside covers: Full colour (CMYK), or same as below

Inside pages: Either black & white, or black & white with one spot colour:

Pantone 7406 C.

Common Colour Problems

- Ads with spot colour must use Pantone 7406 C or a lighter shade of it, not CMYK/RGB replicas. The correct suffix (C) is also required.
- Ads designed with software that does not support spot colour (e.g. Microsoft Word or PowerPoint) must be black & white only.
- Check that all black and greyscale elements are 100% black (K) and not a CMYK or RGB mix.

Please confirm ad meets specs before submitting. If you have questions, your ad rep can forward them to the magazine designer. Your ad can also be prepared for a fee, upon request.

| Edition | Release date | Ad booking deadline | Submission deadline |
|-------------|---------------------------------|---------------------|---------------------|
| Spring 2019 | late March/April 2019 | 22 February | 8 March |
| Summer 2019 | late June/July 2019 | 24 May | 7 June |
| Fall 2019 | late September/October 2019 | 30 August | 6 September |
| Winter 2020 | late December 2019/January 2020 | 22 November | 6 December |

GST applies to ad rates. Rates subject to change.

EXCHANGE

Exchange is a quarterly magazine published by the **Local Government Management Association (LGMA) of British Columbia**. It's about sharing information, exchanging ideas on best practices, enhancing professional development and building networks. Visit us at www.lgma.ca.

AD SPACE RESERVATION FORM: 2019

Exchange is distributed in print to approximately 1,000 members and affiliates of the Local Government Management Association. Each edition is also distributed or made available to hundreds of others in digital format and online. LGMA members are management-level decision makers working in local government throughout British Columbia.



LGMA

To advertise, contact:

Telephone: 250.383.7032

Email: office@lgma.ca

THIS IS A FILLABLE FORM: It can be filled out onscreen, saved (include your name in the file name), and emailed to office@lgma.ca. Then please go to <https://members.lgma.ca/advertising> to make your payment. For more information, please call 250.383.7032.

▶ See the Ad Rates & Specifications sheet first for sizes, prices, specifications and deadlines.

Ad size: _____

Edition: _____ Number of continuous issues: _____


COLOUR OPTIONS (SELECT ONE)

Full colour: Only available in the three locations below. Please confirm availability with ad rep before booking.

Inside front cover (full page) – note: pre-booked for 2019

Inside back cover (full page) – note: pre-booked for 2019

Outside back cover (3/4 page) – note: pre-booked for 2019

Black & white, or black & white with spot colour: The only spot colour option is **Pantone 7406 C** (sample ).

See the Ad Rates & Specifications sheet for more on colour options, spot colour handling and other specs.

AD SUBMISSION OPTIONS (SELECT ONE)

Please use existing ad on file.

If multiple ads on file, please note the edition: _____

Please prepare an ad for me.

Ads for *Exchange* are prepared by our design firm partner. Average cost is \$140 to \$210 (cost ranges from \$140 for a small simple ad with no photo, to \$360 for a large custom ad with artwork or photo). Design work is billed at \$70 per hour plus tax and will be billed directly to you by the design firm.

We will have an ad prepared and sent to you, meeting your specifications.

See the Ad Rates & Specifications sheet for sizing, colour and format requirements.

Company/organization name: _____

Contact person: _____ Signature: _____

Telephone: _____ Email: _____

Billing address: _____

Mailing address (if different than above): _____

Other particulars: _____

Date of ad booking: _____

GST applies to ad rates. Rates subject to change.